



ORDER

Flight Dates **10/01/12-10/07/12**

Contract / Revision **313101 /**

Original Date / Revision
09/27/12 09/27/12

Advertiser **Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

AZ Senate Majority PAC

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1880**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 13% Market Value 88269

Competing Station	% of Order	Amount
CABLE	%	0
KASW	1%	882
KDRX	%	0
KPHO	19%	16771
KPNX	15%	13240
KPPX	%	0
KSAZ	18%	15888
KTVK	32%	28246
KTVW	%	0
KUSK	%	0
KUTP	2%	1765
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	15	\$9,753.75	\$11,475.00	0.00
Totals	15	\$9,753.75	\$11,475.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/05/12	15	\$9,753.75	\$11,475.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/01/12	10/05/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWTF--	:30	1	\$175.00	P-3	0.00 NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MTWTF--				1		\$175.00		0.00		
N 2	KNXV	10/01/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWTF--	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MTWTF--				1		\$500.00		0.00		
N 3	KNXV	10/01/12	10/05/12		CM	7am-9am	MTWTF--	:30	3	\$500.00	FX	0.00 NM	3	\$1,500.00



Page 2 of 2

Estimate # **1880**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9am											
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	3		\$500.00		0.00						
N 4	KNXV	10/01/12	10/05/12	M-F 11am-12pm	CM	11am-12pm	MTWTF--	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
				ABC15 News at 11AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	1		\$200.00		0.00						
N 5	KNXV	10/01/12	10/05/12	M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
				M-F 430pm-5pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	3		\$650.00		0.00						
N 6	KNXV	10/01/12	10/05/12	M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	4		\$1,200.00		0.00						
N 7	KNXV	10/01/12	10/05/12	M-F 10-1035pm	CM	10pm-1035pm	MTWTF--	:30	2	\$1,175.00	P-3	0.00	NM	2	\$2,350.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTWTF--	2		\$1,175.00		0.00						
Totals														15	\$11,475.00